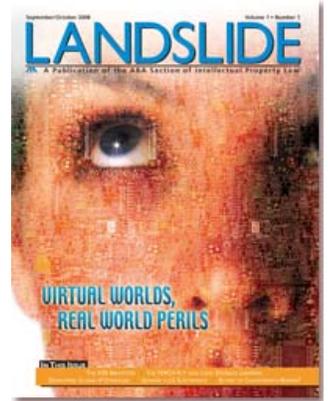




# LANDSLIDE™



The world of intellectual property law is experiencing a sweeping flow of ideas. The communities of patent, trademark, and copyright law and those who assess and protect trade secrets are challenged by continual technological change and its increasingly global dimension.

At the forefront of the profession, the ABA Section of Intellectual Property Law serves as the voice of IP for powerful content and thoughtful communication. The *IPL Newsletter*, a quarterly publication, has been foundational in sharing knowledge and balanced insight on the full spectrum of intellectual property law and practice. And, now, the Section is altering the landscape in creating an evolutionary new magazine, *LANDSLIDE™*.

**LANDSLIDE™ — the evolution has begun!**

Why *LANDSLIDE*? The word evokes powerful images. It can be overwhelming or chart a sweeping flow. The new magazine will harness an energy of ideas and continue as the thoughtful place for IP law. *LANDSLIDE*'s course will expand on the ABA Section of Intellectual Property Law's reputation for providing rich perspective, analysis, news, and reasoned commentary from recognized experts in patent, trademark, and copyright law and trade secrets, industrial design, literary and artistic works, scientific works and innovation.

## LANDSLIDE 2008–2009 Publishing Schedule

Issue	Advertising Space Close	Advertising Materials Close
September 2008	07/11/2008	08/01/2008
November 2008	09/11/2008	10/01/2008
January 2009	11/11/2008	12/01/2008
March 2009	01/12/2009	02/02/2009
May 2009	03/11/2009	04/01/2009
July 2009	05/11/2009	06/01/2009
September 2009	07/10/2009	07/31/2009
November 2009	09/11/2009	10/01/2009

## In Every Issue

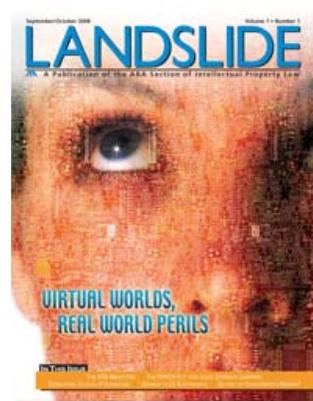
- Copyright
- Licensing
- E-Commerce
- International & World Issues
- The Corporate Counsel's View
- Patents
- Trademarks

## The *LANDSLIDE* Advantage

*LANDSLIDE* content is produced by lawyers and others who have expert knowledge. Their work product undergoes peer and professional editorial review to assure its relevance and maintain the highest editorial standard.



# LANDSLIDE™



## LANDSLIDE: Circulation/Distribution/Member Analysis

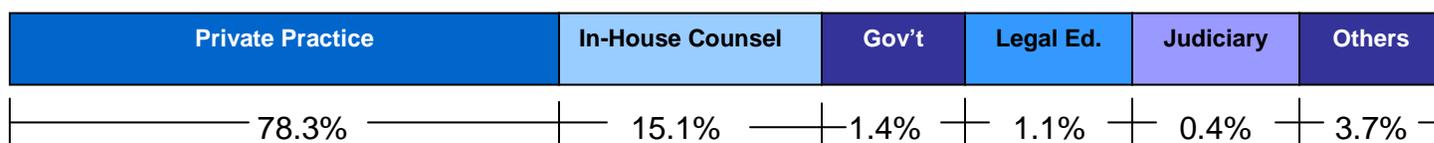
IPL Newsletter Sworn Statement of Circulation \*

Average Total Circulation: 22,462	Total Subscribers	Non-Paid Subscribers	Paid Subscribers	Association Subscribers
6-Month Period Ended June 2008	22,401	na	22,401	22,401

\* Members of the ABA Section of Intellectual Property Law have received a subscription to the *IPL Newsletter* as a benefit of their membership. Effective with the launch of *LANDSLIDE* in September/October 2008 a subscription to *LANDSLIDE* will be the new key benefit of affiliation with the Section.

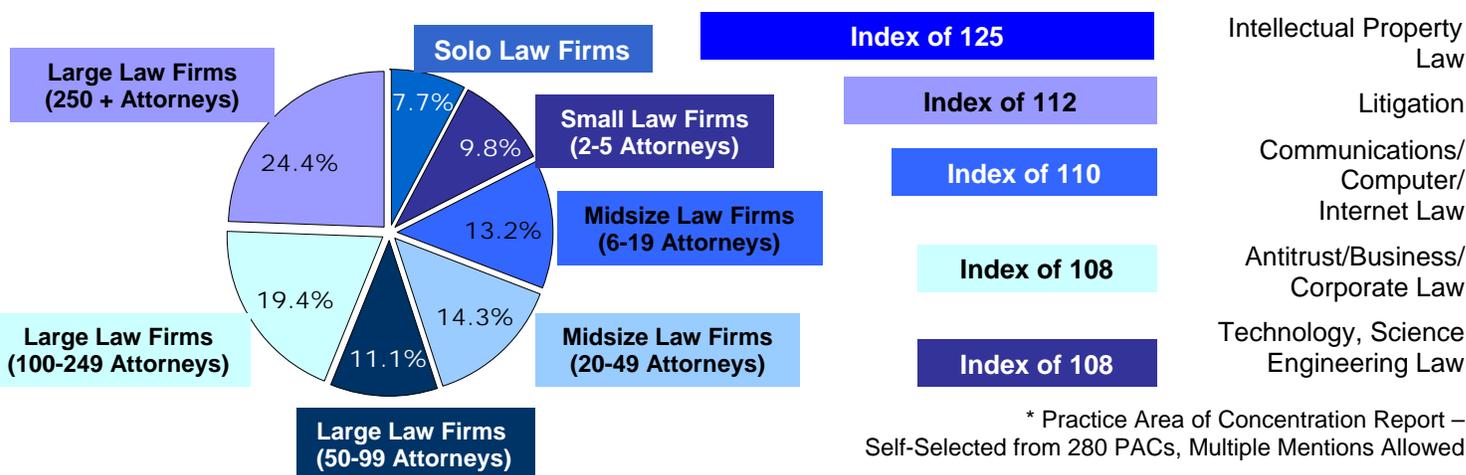
### The ABA Section of Intellectual Property Law: Membership Analysis

#### Practice Setting – as reported



#### Firm Size – as reported

#### Five Significant Practice Areas – as reported\*



\* Practice Area of Concentration Report – Self-Selected from 280 PACs, Multiple Mentions Allowed

Source: ABA Marketing Membership Reports for period ending 31 January 2008



# LANDSLIDE™

## LANDSLIDE: Advertising Rates, effective 1 September 2008

### Rates per Black & White Ad Insertion, gross

Advertising Unit	1x	4x	8x	12x	18x
1-Page	\$2,390	\$2,245	\$2,135	\$2,035	\$1,860
2/3-Page	\$1,975	\$1,845	\$1,740	\$1,675	\$1,525
1/2-Page Island	\$1,725	\$1,625	\$1,535	\$1,465	\$1,345
1/2-Page	\$1,555	\$1,460	\$1,390	\$1,320	\$1,210
1/3-Page	\$1,160	\$1,075	\$1,030	\$980	\$890
1/4-Page	\$910	\$870	\$810	\$775	\$710
1/6-Page	\$605	\$565	\$540	\$520	\$470

### Rates per 2-Color (process) Ad Insertion, gross

Advertising Unit	1x	4x	8x	12x	18x
1-Page	\$3,165	\$3,020	\$2,910	\$2,810	\$2,635
2/3-Page	\$2,750	\$2,620	\$2,515	\$2,450	\$2,300
1/2-Page Island	\$2,500	\$2,400	\$2,310	\$2,240	\$2,120
1/2-Page	\$2,330	\$2,235	\$2,165	\$2,095	\$1,985
1/3-Page	\$1,935	\$1,850	\$1,805	\$1,755	\$1,665
1/4-Page	\$1,685	\$1,645	\$1,585	\$1,550	\$1,485

Matched or PMS Color: \$200 additional per page or fraction

### Rates per 4-Color Ad Insertion, gross

Advertising Unit	1x	4x	8x	12x	18x
1-Page	\$3,720	\$3,575	\$3,465	\$3,365	\$3,190
2/3-Page	\$3,305	\$3,175	\$3,070	\$3,005	\$2,855
1/2-Page Island	\$3,055	\$2,955	\$2,865	\$2,795	\$2,675
1/2-Page	\$2,885	\$2,790	\$2,720	\$2,650	\$2,540
1/3-Page	\$2,490	\$2,405	\$2,360	\$2,310	\$2,220
1/4-Page	\$2,240	\$2,200	\$2,140	\$2,105	\$2,040

### Rates for Cover Positions, gross – all cover positions are 4-Color

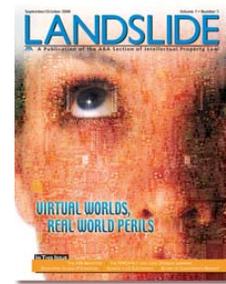
Advertising Unit	1x	4x	8x	12x	18x
Back Cover / Cover 4	\$4,195	\$4,030	\$3,880	\$3,770	\$3,560
Inside Front Cover / Cover 2	\$4,075	\$3,915	\$3,775	\$3,660	\$3,465
Inside Back Cover / Cover 3	\$3,900	\$3,750	\$3,650	\$3,550	\$3,350

Bleed Charge, per page or fraction thereof, extra... 10% of earned black & white space charge

Special or Guaranteed Position, extra... 15% of earned black & white space charge



LANDSLIDE™



**LANDSLIDE: Mechanical Specifications & Ad Dimensions/Requirements**

Mechanical Specifications

<b>Trim Size</b>	8-3/8" (8.375") x 10-7/8" (10.875")
<b>Safe Area</b>	7-7/8" x 10-3/8"
<b>Format</b>	3 Column - Standard
<b>Cover</b>	Sheetfed offset, 4/Color, Coated
<b>Binding</b>	Saddle Stitch

Ad Dimensions

Ad Size	Width	Depth
1-Page	7"	10"
1-Page Bleed	8-1/2"	11-1/8"
1/2-Page Island	4-9/16"	7-1/2"
1/2-Page (H)	7"	4-7/8"
1/3-Page (H)	4-9/16"	4-7/8"
1/4-Page (H)	4-9/16"	3-3/4"

Digital File Formats and Color Proofs

High-resolution Adobe Acrobat® files (PDFs) are strongly preferred for ad materials submissions. Files may be submitted via e-mail or FTP upload, or on a CD mailed in a trackable method. Digital advertising files may also be provided in QuarkXPress® (version 5.0 or higher), Adobe InDesign®, or Adobe Photoshop® (.eps or .tif), with all associated graphics and fonts. All graphics should be 300 dpi or higher resolution, in CMYK color (no RGB).

Live matter should be kept 1/4" from each measurement. Spread pages should be created as two separate full pages. For availability of special or customized ad sizes contact ABA Ad Sales.

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For additional information about the strength of the connection from *LANDSLIDE* magazine and the additional connecting points of the ABA Section of Intellectual Property Law, advertising requirements & quotations, and general information, please contact [adsales@abanet.org](mailto:adsales@abanet.org) or +1.312.988.6115.